



ENDURO 3

STEVE HOLCOMBE



ENDURO GP

BRAD FREEMAN



ENDURO 1

BRAD FREEMAN



2019

COMPANY PROFILE

AN INTRODUCTION TO
BETAMOTOR S.P.A.

Our corporate principle

ITALIAN OFF ROAD

We inspire fun and enjoyable riding to off road enthusiasts by providing a complete range of motorcycles.
Beta is more than just a motorcycle manufacturer.



“ We produce
and sell bikes
for everybody
who wants
to have fun! ”



BETA IN KEY FIGURES

Company name: Betamotor S.p.A.

President: Ing. Giuseppe Bianchi

CEO: Dr. Lapo Bianchi

Head office: Pian dell'Isola, 72

50063 Rignano Sull'Arno - FI - ITALY

Established: 1905

2018 Vehicles produced: 21.356 units

2018 Vehicles sold: 21.214

2018 Turnover: 83 milion

Number of employes: 170

" The origins "



HISTORICAL MILESTONES



1905

The origins. The **Società Giuseppe Bianchi** was founded in Florence for producing handcrafted bicycles.

1946

Meeting the postwar demand, the company switches to motorcycles production, changing its name to Beta, the initials of Bianchi Enzo and Tosi Arrigo.

1948

Introducing of the Cigno model, a motorcycle with a strong sporty look: double cradle frame, telescopic fork, shock absorbers and a single-cylinder 48cc motor.

1950

To meet the 125cc growing demand Beta introduces a bike line based on the Ital-Jap 125cc engines. During the same decade, the company create the sporty MT175, reaching 130 km/h, and the touring version SV175. The new 175cc models reach success in the famous road races like MotoGiro and Milano-Taranto.

1970

In the 1970s, the company enters the off road market and starts to produce cross and “regolarità” (the old name for enduro sport) bikes. The new production increases the racing commitment with good scores both in cross and regolarità races.





1972

Betamotor S.p.A. moves to a new manufacturing plant, the Rignano Sull'Arno facility, near Florence, with a floor area of 116,000 sq m.

1977

Introduction of 125 RC and of RC line (250, 350 and 420cc). C. Madii starts his career with successful results on Cross Italian Championship and Mazzoni and Gualdani win Regolarità and Cross Junior Italian titles respectively.

1980

During the 80s the Beta Trials bike makes its big debut with the **TR series** (32, 33 and 34) for the first time equipped with a single shock absorber.

1987

J. Tarres becomes **World Trial Champion** aboard a Beta TR 34

1989

Tarres confirm his supremacy with his second **World Trials title**.

1990

The first Trials revolution. Beta introduces **Zero**, the first aluminium trials bike with the gas tank housed on the frame. Again J.Tarres reaches the **World Championship**. Moreover in 1991 he will win his fourth world title with a Beta bike.

1994

Introduction of the second trials evolution: the new Techno models, the next generation of aluminum frame based on the knowledge provided through the prior year's racing experiences.

1997

From '97 to '99 D.Lampkin wins his three **World Trial titles**.

1999

Introduction of third revolution on trials bikes: Beta produces the **Rev-3**, an extremely light bike for the first time equipped with a direct shock absorber (no linkage system) ensuring high progressive dampening and rideability.

2004

At its 100-year anniversary, Beta re-entered the **4 stroke enduro segment**, investing in both technological development and in its presence on the racing circuits.

2006

Introduction of **4 stroke engine specifically for trials**, rejecting the theory of adapting a motor created for other applications (a choice used by several competitors).

2008

Beta renews again trials sport with the introduction of **Evo**, a new concept of trials bike, light and easy to use.



2009

Beta develops its own **4 strokes motors** for its line of RR enduro bikes.

2012

Beta develops its own **2 strokes motors** for its line of RR enduro bikes.

2014

Beta has revolutionized the enduro market with the **Xtrainer**, the first true enduro bike for everyone.

2016

Beta has conquered its **first Title of Manufactures World Champion of E3 class** and, above all, of prestigious **EnduroGP class**. In the same year **Steve Holcombe has become E3 World Champion and Alex Salvini Italian Champion**.



2017

The season ends with 3 glorious successes: **Titles of EnduroGP World Champion - conquered by Steve Holcombe - EnduroGp Manufacturers World Champion and Enduro Junior World Champion - conquered by Brad Freeman**.

In the meantime, the RR 125 cc. 2 strokes comes on to the market. It represents the perfect completion of the Enduro range.



2018

The palmares is getting longer with the new 4 titles: Steve Holcombe in Enduro GP and Enduro 3; Brad Freeman in Enduro 1 and Matteo Cavallo in Enduro Junior.

The RR MY 2019 becomes even broader arrives on the market with a broader by the introduction of the brand new 200 cc engine.

With the newcomer the product range now features no less than eight different enduro models.



2019

In this season the World Champion Titles became 3: **Steve Holcombe** in Enduro 3 and **Brad Freeman** in Enduro GP and Enduro 1.

Beta is launching the **RR MY 2020** on to the market, but this is no simple re-design of the previous model. This bike represents a new generation of Enduro motorcycle under the RR brand.

The 2020 range includes 8 different engine sizes: four 2-stroke (125/200/250/300 cc) and four 4-stroke (350/390/430/480 cc) engines that offer Beta customers an extremely wide selection of bikes with which to take on their next adventure.

Beta has completely reinterpreted the off-road experience, with a slim, lightweight bike that is safe, reliable, and easy to ride while creating a riding experience like no other manufacturer can provide.



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Main Products

Beta produces a wide range of motorcycles conceived and build for every off road sport.

ENDURO

The Enduro range offers the RR, the 2019 World Champion engine. It's available both in 2T and 4T displacements: 125-200-250-300 cc 2 stroke and 350-390-430-480 cc 4 stroke. The lineup is extended with the Xtrainer 300 and a full range of models built for young riders, from 2 stroke 50cc mopeds to 125cc 4 stroke bikes.



TRIAL

The EVO 2 or 4 stroke: designed and built for ensuring higher performances in terms of lightness and dynamics, it sets the bar higher in the trials bike segment. The range consist in 125/250/300/300SS 2T and 300 4T.

ALP



Fun and friendly use, the Alp is a classic among off-road two-wheelers: a real all-round vehicle, good for off road use as well as for the all-days use.

MOTARD

Much of the Beta off road know-how has been included into the features of the complete Motard range which includes models from 50 cc to 125 cc displacements.





WE ARE THE CHAMPIONS



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